

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: ) DUAL PURPOSE  
DOUGLAS WILSON ) ADVERTISING DEVICE  
Filed herewith ) Attorney Docket No. 021148-00037  
)

**INFORMATION DISCLOSURE STATEMENT**

August 21, 2003

Commissioner for Patents  
MAIL STOP PATENT APPLICATION  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to the provisions of 37 CFR Sections 1.56, 1.97 and 1.98, Applicant submits herewith copies of the prior art documents cited on the attached Forms PTO/SB/08A and PTO/SB/08B for consideration during prosecution of the subject Application.

This Statement is filed solely for the purpose of complying with the pertinent rules of the Office and is not intended to be a substitute for an independent evaluation by the examiner of the art cited or an independent search by the examiner, and no representation of any nature is made or intended by the filing of this Statement.

In addition to the art cited on Forms PTO/SB/08A and PTO/SB/08B, Applicant and/or his attorneys may have been exposed to or considered additional art relating to the general class of the subject matter of the invention. However, if in fact such exposure or consideration has occurred, to the best of their recall or judgment, none of such art is prior art which is more relevant than the art cited.

Respectfully submitted,



David C. Jenkins  
Registration No. 42,691  
Eckert Seamans Cherin & Mellott, LLC  
600 Grant Street, 44th Floor  
Pittsburgh, PA 15219  
Attorney for Applicant

(412) 566-1253

+

+

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	
				Filing Date	
				First Named Inventor	Douglas Wilson
				Group Art Unit	
				Examiner Name	
Sheet	1	of	2	Attorney Docket Number	021148-00037

[illegible][illegible]

Examiner Signature	Date Considered
-----------------------	--------------------

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U. S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.

+

Please type a plus sign (+) inside this box →

PTO/SB/08B (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U. S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

<div style="float: left; width: 45%;"><p>Substitute for form 1449B/PTO</p><h2 style="text-align: center; margin: 10px 0;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2><p style="text-align: center; margin: 5px 0;"><i>(use as many sheets as necessary)</i></p></div> <div style="float: right; width: 50%; text-align: center;"><b>Complete if Known</b></div> <div style="clear: both;"></div>			
<b>Application Number</b>			
<b>Filing Date</b>			
<b>First Named Inventor</b>	Douglas Wilson		
<b>Group Art Unit</b>			
<b>Examiner Name</b>			
<b>Attorney Docket Number</b>	021148-00037		
<b>Sheet</b>	2	<b>of</b>	2

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials <sup>2</sup>	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	K	http://www.custom-ad.com/, screen shot, 04/15/2003, 2 pgs.	
	L	http://www.custom-ad.com/cool_graphics.htm, screen shot, 04/15/2003, 2 pgs.	
	M	http://www.betterwhois.com/bwhois.cgi?domain=www.custom-ad.com&x=38&y=14, screen shot, 04/15/2003, 2 pgs.	
	N	http://www.custom-ad.com/all_about.htm, screen shot, 04/15/2003, 1 pg.	
	O	http://www.custom-ad.com/shapes_sizes.htm, screen shot, 04/15/2003, 1 pg.	

<b>Examiner Signature</b>	<b>Date Considered</b>
-------------------------------	----------------------------

<sup>1</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U. S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.